

CLAIMS

- 1 1. A method comprising
2 in a web page, displaying a stylized graphical image of a
3 human body,
4 altering a visible attribute of the graphical image in
5 response to the user moving a pointer over the body part to enable
6 a user to select a part of the body that is of interest to the user, and
7 in response to the user selecting the part of the body,
8 providing information associated with physical aspects of the
9 selected body part, including a list of symptoms.
- 1 2. A method comprising
2 displaying a graphical image of a living body,
3 enabling a user to select a part of the body that is of interest
4 to the user by pointing to the part of the body on the graphical
5 image, and
6 in response to the user selecting the part of the body,
7 providing information associated with physical aspects of the
8 selected body part.
- 1 3. The method of claim 2 in which the information that is
2 provided is organized by medical specialty related to the body part

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1 4. The method of claim 2 in which the information that is
2 provided is organized by specialty hospital related to the body part

1 5. The method of claim 2 in which medical professionals
2 input information relevant to the body part as part of a medical
3 record.

1 6. The method of claim 2 in which consumers input
2 information as part of a medical record

1 7. The method of claim 2 in which the information that is
2 provided includes physician and other practitioner appointment
3 scheduling

1 8. The method of claim 2 in which the information that is
2 provided includes physician referral procedures

1 9. The method of claim 2 in which the information that is
2 provided includes a list of products that may be ordered by
3 physicians or other healthcare professionals

1 10. The method of claim 2 in which the information that is
2 provided includes journals, texts, electronic media, or and other
3 products of a publishing or other educational product company.

1 11. The method of claim 2 in which the information that is
2 provided includes medical product information from a single
3 company or group of companies.

1 12. The method of claim 2 in which the graphical image
2 comprises a stylized image of a human body.

1 13. The method of claim 2 in which the user is enabled to
2 select the body part by altering the graphical image in response to
3 the user moving a pointer over the body part.

1 14. The method of claim 13 in which the graphical image is
2 altered by displaying a legend identifying the body part.

1 15. The method of claim 13 in which the graphical image is
2 altered by changing a visible attribute of the body part.

1 16. The method of claim 2 in which the graphical image
2 includes another living body of a different age or sex.

1 17. The method of claim 2 in which the information that is
2 provided includes a list of symptoms.

1 18. The method of claim 2 in which the information that is
2 provided includes a list of products for treating the body part.

1 19. The method of claim 18 in which the information that is
2 provided includes medical product information from a single
3 company or group of companies.

1 20. The method of claim 18 in which the information includes
2 a mechanism for buying each of the products.

1 21. The method of claim 20 in which the information that is
2 provided includes medical product information from a single
3 company or group of companies.

1 22. The method of claim 2 in which the providing of
2 information includes

3 enabling the user to select among symptoms and

4 providing the user information about diagnoses in response
5 to a selection among symptoms.

1 23. The method of claim 2 in which the displaying, enabling,
2 and providing are done on an electronic network.

1 24. The method of 23 in which the network comprises the
2 World Wide Web.

1 25. The method of claim 2 also including

2 displaying an icon representative of the graphical image,
3 and

4 in response to invocation of the icon by the user, displaying
5 the graphical image of the living body.

1 26. An electronically generated page comprising

2 a graphical image of a living body, the graphical image
3 being configured to enable a user to select a part of the body that is
4 of interest to the user by pointing to the part of the body on the
5 graphical image, and

6 links that respond to the user selecting the part of the body
7 by transferring the user to information associated with physical
8 aspects of the selected body part.

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1 27. A server comprising
2 hardware, and
3 software configured to serve web pages to browsers and to
4 accept user requests, the software causing generation of web pages
5 that
6 display a graphical image of a living body,
7 enable a user to select a part of the body that is of
8 interest to the user by pointing to the part of the body on
9 the graphical image, and
10 in response to the user selecting the part of the body, provide
11 information associated with physical aspects of the selected body
12 part.

1 28. The method of claim 2 in which the displaying, enabling,
2 and providing are done on a mobile device.

1 29. The method of claim 2 also comprising accepting scanned
2 input identifying a product in a store.

1 30. The method of claim 17 in which the device is used in
2 connection with delivery of health care through a physician.

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1 31. A method comprising
2 registering a set of Internet domain names containing some
3 words in common and some different words related to
4 health care,
5 licensing the use of the different domain names
6 respectively to different health-related enterprises, the
7 enterprises including at least one of the following:
8 healthcare sales organizations, healthcare delivery
9 organizations, and healthcare manufacturers,
10 establishing common user interface elements for the sites
11 associated with the different domain names, and
12 marketing the different domain names for use by
13 consumers in a way that generates strong common brand
14 identity among them.

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